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# The Impact of Social Media Marketing on Consumer Behavior: A Study

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## ABSTRACT

*The present paper aims to investigate the impact of social media on consumer behavior through empirical research. The way to which using social media affects experiences is investigated by a quantitative survey. Consumer opinions about goods and services have been overtaken by outsiders in advanced fields, which impact decisions in the unconnected field. Because advertisers have no influence over the content, timing, or frequency of online discussions among customers, online communication social media has resulted in buyers. The findings show that the use of social media affects customer satisfaction during the information search and selection of alternatives segments, with satisfaction increasing as the customer advances through the process to the point of final purchase choice and post purchase analysis. Consumers are again at the pinnacle of the business world thanks to social media marketing, which also gives marketers new tools for interacting with customers and creatively incorporate them into their brands. To put it simply, marketers ought to know how social media has impacted customer behavior. Compared with traditional media, social media marketing focuses on expanding marketers' boundaries to promote a product or service, making it the modern form of marketing. Customer happiness and behavior have grown in importance in the past few years, helping any business build its place in the market and maximize profitability.*

**Keywords:** Social media marketing, Consumer behavior, Effects.

## I. INTRODUCTION

Online entertainment permits the trade of thoughts, feelings, stories, and realities among people who might live in various areas of the planet. Facebook and Instagram are among the most well-known virtual entertainment stages. These stages frequently offer client-created content and individualized accounts. There are right now 3.78 billion clients of virtual entertainment overall and by utilizing online entertainment brands can focus on this huge crowd and produce huge leads.

Famous online entertainment stages that are utilized by organizations to focus on their clients

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are as follows;

- Facebook

With over 2.7 billion dynamic month-to-month clients starting around 2020, Facebook is an enormously famous online entertainment network with a different customer base. Therefore, a great deal of organizations set up a Facebook profile. All that from pictures to fundamental organization declarations can be shared on Facebook. You can likewise, access strong publicizing devices and to bottom information with a business account.

- Instagram

Instagram is additionally very well known, with 1 billion dynamic clients expected by 2020. Organizations use different procedures to advertise their administrations and items on Instagram, from Instagram Live to Instagram Stories. Instagram is a stage that significantly centers on visual substances like pictures and recordings. Associations use forces to be reckoned with to advance their items and administrations.

- X (twitter)

You can share short tweets (under 240 characters), recordings, photos, connections, surveys, and more on X. This stage simplifies it to speak with your crowd by referring to clients in your posts, as well as liking and re-tweeting tweets. This is a fantastic device for quickly getting the message out on the off chance that you have fascinating material and can talk about it in a connecting way. Hash tags help in the advancement of postings, and if a client with an enormous following re-tweets you, your work might turn into a web sensation. According to a client's viewpoint, virtual entertainment is an imperative instrument for investigating organizations and making buying choices. Based on GlobalWebIndex 54% of virtual entertainment clients utilization online entertainment to explore items and 71% are bound to buy labor and products given web-based entertainment references. Before making a purchase, more than 77% of individuals inspect client assessments. If an organization has surveys, it rapidly lays out believability and certainty (regardless of whether they're awful). Online surveys give potential purchasers the impression that your organization is valid and offers a real item or administration. Clients generally around the world utilize these surveys as a wellspring of data to choose whether to buy the item or not. They likewise utilize these surveys to make a picture of the brand. Regardless of whether the surveys are awful, how the organization chooses to answer them can likewise end up being extremely vital for their image picture. Through this study, I have attempted to comprehend how much an online entertainment promotion can influence a purchaser's purchasing conduct.

**(A) Review of literature**

1. Chen et al. 2011a, the start of virtual entertainment use: Virtual entertainment was promoted in the year 2004 after the birth of Facebook. Web 2.0 was subsequently found which implied that clients could cooperatively chip away at one stage; this prompted the approach of online journals, Wikipedia, and other cooperative working instruments.

For example, Wikipedia, a free internet-based reference book, is perhaps the most famous stage and has an office for clients to team up on data sharing.

Virtual entertainment gives a stage for clients to communicate with one another, offer guidance, and ideas and offer encounters. This empowered customers to have a ton of data at the snap of a button that was beyond the realm of possibilities at first.

2. Kaplan and Haenlein, 2010, Online entertainment can be classified into cooperative tasks (Wikipedia, sites), content networks (YouTube), interpersonal interaction (Facebook), virtual game universes (Universe of War craft), and virtual social universes (Second Life).

3. Kimmel and Kitchen, 2014, Rise of web-based entertainment as a method of notice: In the last part of the 90s, the most well-known method of notice utilized was Verbal exchange wherein the association would endeavor a good word about themselves through clients and workers. Verbal exchange is an essential wellspring of data for shopper purchasing choices, molding discernments and assumptions for brands, items, and administrations and influencing all periods of buyer navigation: from item attention to determination and post-buy assessment. Today this Informal exchange can be utilized electronically where assuming one individual praises the item it can arrive at hundreds and even a large number of clients.

4. Iftikar and Ajmal, 2015, investigated the impact of hostel life found that the hostel has great importance in the educational journey and male students are more inclined to be affected harmfully<sup>3</sup>.

5. Owolabi, 2015, investigated and found that there is a difference between the academic performance of students who were staying in on-campus and of those staying off-campus housing.

6. Mahama, Boahen, Saviour, and Tumaku, 2016, investigated what should exist in an inexpensive hostel confirmed that a calm and peaceful environment with proper security, and

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<sup>3</sup>International Journal of Research in Entrepreneurship & Business Studies eISSN-2708-8006, Vol. 1, issue. 1, 2020, pp. 1-14 <https://doi.org/10.47259/ijrebs.111>

water, toilet, and electricity facilities<sup>4</sup>.

7. Bashir, Sarki, and Samidi, 2012, considered “student accommodation” as one of the adequate facilities to be provided by the higher educational institutions, and suitable hostel facilities should be provided with security, cooperation, responsible citizenship, intellectual stimulation, inspiration, and mutual composition.

### **(B) Statement of problem**

Big grocery stores and a wide variety of shops can be found in many different towns in this region of south India, and a lot of changes are ongoing right now. Lot of Studies were conducted to analyze how social media marketing is now influencing the landscape and replacing more established marketing platforms. Consumers of every demographic, including working women, mothers who stay at home, and women employed by banks, private companies, and a host of other industries have expressed an interest in social media marketing. The realm of technology in our modern world is where social media marketing is growing at an excessive rate. According to a study, many customers are switching from traditional to online modes of making purchases of goods and services. We have seen that social media websites, such as Flipkart, Amazon, Instamart, Zepto, Blinkit and many others, are growing daily. Many consumers are experiencing an overhaul in how they make decisions. Young, middle-aged and even elderly consumers' perceptions are shifting and evolving. Some customers believe that because it is more economical than other options, the older method is comparatively affordable as well. In light of this, social media and other networking sites are growing daily, drawing users in. Many housewives, students, and members of the working class are switching from the traditional to the new way of doing things. It is now unquestionably proven that social networking sites that perform marketing functions have the power to influence the opinions and mindsets of an extensive variety of customers. Researchers have accumulated a lot of data about this and are looking to determine the impact of social media marketing and social networking sites on consumer purchasing behavior in order to better understand how social media has affected the way numerous inhabitants of that district think and behave.

### **(C) Objectives**

- To research how social media marketing affects consumers' purchasing decisions.
- To gauge how much consumer perception has changed as a result of social media

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participation and content.

- To comprehend how companies can boost brand value by engaging more customers.
- To gauge the beneficial effects of social media advertising on goods and services.

#### (D) Methodology

This study was basically empirical and descriptive in nature and both quantitative data were studied in the present study to explore the impact of social media marketing on consumer behavior. The non-probability sampling techniques were adapted to select group of respondents from the overall population of the study. The sample size 37 were finalized and subjected to analysis using SPSS Version 16.0 for the purpose of analyzing research problem of the study. The statistical tools such as frequency distribution, one way analysis of variance (ANNOVA) have been applied to draw meaningful finding for the study.

The structured questionnaire was finalized after the conduct of pilot study and pre-testing. The survey method was adopted to collect the perception of impacts of consumer behavior in the study area. The questionnaire started with demographic characteristics of the respondents and ended with variable specific questions related to the perception consumer behavior, followed by variable measuring the impacts of modern consumer behavior, customer satisfaction and customer decision making process towards the social media marketing are measured by using the five point Liker scales “(1 – Strongly Disagree to 5 – Strongly Agree)”.

## II. RESULT AND DISCUSSION

The results are well analyzed with the help of IBM SPSS version 16.0 using the statistical tool of Frequency distribution. Based on this tool, the demographic and perception in impacts of consumer behavior are mentioned below as table. The questionnaire for this study was consisting of two parts Part 1 as the demographic details of the respondents and the Part 2 as the perception impacts of consumer behavior.

**Table 1: Respondents demographic profile.**

#### GENDER:

	Frequency	Percent
Male	21	56.8
Female	16	43.2

Total	37	100.0
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**AGE:**

	Frequency	Percent
Below 20	19	51.4
20-30	18	48.6
Total	37	100.0

**EDUCATIONAL LEVEL:**

	Frequency	Percent
HSC	12	32.4
UG	21	56.8
PG	4	10.8ss
Total	37	100.0

**Exposure on social media advertisements**

	Frequency	Percent
Rarely	2	5.4
Occasionally	10	27.0
Sometimes	11	29.7
Often	8	21.6
Very often	6	16.2
Total	37	100.0

**Purchased on Social media ads**

	Frequency	Percent
Yes	22	59.5
No	15	40.5
Total	37	100.0

**Following brand through Social media**

	Frequency	Percent
Very unlikely	5	13.5
Unlikely	7	18.9
Neutral	19	51.4
Likely	5	13.5
Very likely	1	2.7
Total	37	100.0

**Social media influences purchasing decisions, agree.**

	Frequency	Percent
Strongly disagree	3	8.1
Disagree	10	27.0
Neutral	13	35.1
Agree	9	24.3
Strongly agree	2	5.4
Total	37	100.0

**Effective platform**

	Frequency	Percent
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Other (YouTube)	3	8.1
Instagram	33	89.2
Facebook	1	2.7
Total	37	100.0

#### Frequency on Branded, Influencers contents

	Frequency	Percent
Never	4	10.8
Rarely	7	18.9
Sometimes	19	51.4
Often	6	16.2
Always	1	2.7
Total	37	100.0

#### Trust in reviews & recommendations

	Frequency	Percent
Strongly disagree	6	16.2
Disagree	6	16.2
Neutral	24	64.9
Agree	1	2.7
Total	37	100.0

#### Giveaway/Contest participation

	Frequency	Percent
Yes	8	21.6
No	29	78.4

Total	37	100.0
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### Influencing Friends/Families

	Frequency	Percent
Very unlikely	5	13.5
Unlikely	12	32.4
Neutral	13	35.1
Likely	6	16.2
Very likely	1	2.7
Total	37	100.0

### Social media marketing influences brand loyalty

	Frequency	Percent
Strongly disagree	3	8.1
Disagree	5	13.5
Neutral	18	48.6
Agree	11	29.7
Total	37	100.0

From the above mentioned table the male 21 (56.8%) were the majority of the respondents and the female 16 (43.2%) also the subsequent respondents. In the age group, the respondents are majority for the age below 20 categories in compared to the 20-30 aged categories. Also majority of the respondents have completed there under graduate 21 (56.8%) level of education when compared to the HSC 12 (32.4%) higher secondary school education and meanwhile the PG 4 (10.8%) with minority in the educational level. In the questionnaire, the respondents who were exposed on social media advertisements are majority with an occasional 11 (29.7%) uses it, whereas only 2 (5.4%) has rarely visited or exposed to the social media advertisements. In the group of respondents who purchased on social media advertisements were 22 (59.5%) says 'Yes' to it, whereas the remaining 15 (40.5%) were not purchased on social media. But on

seeing the following the brand through social media only 1 (2.7%) has followed it and the neutral respondents are majority in number 19 (51.4%). The respondents have chosen their social media platform on their effective basis were only 1 (2.7%) has followed Facebook and the majority of the respondents has chosen Instagram 33 (89.2%). On the side of trusting the reviews and recommendations of influencers on social media were 6 (16.2%) has strongly disagreed and only 1 (2.7%) has agreed. The Social media marketing influences the brand loyalty towards the customers for this not even a respondent has strongly agreed for it but 11 (29.7%) had agreed but on the respondents who strongly disagreed 3 (8.1%) for it.

#### (A) One Way Analysis Of Variance (ANNOVA):

One way analysis of variance test was conducted to know the significant difference between class means by analyzing the variances with regard to impacts of social media marketing in consumer behavior. "Duncan's Multiple Range Test (DMRT) was used and it provides the level of indispensable for the difference between any pair of means, regardless of whether F resulted from an initial analysis of variance". The table will be presented for the significant difference on the two or more variables between the gender and their exposure on social media advertisement.

#### ANOVA

##### Exposure on social media advertisements

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.518	1	4.518	3.553	.068
Within Groups	44.509	35	1.272		
Total	49.027	36			

Note: \*\*denotes significant at 1% level

\*denotes significant at 5% level

#### Hypothesis:

It can be observed from the above table of one way analysis of variance (ANNOVA) that the p value is .068 i.e. greater than .05 which is null hypothesis is accepted at 5%, there is no significance difference between the gender and their exposure on social media advertisements were the p value is greater than .05. Hence the null hypothesis is accepted at 5% level with regard to exposure on social media advertisements.

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Trust in reviews & recommendations	Between Groups	.299	1	.299	.458	.503
	Within Groups	22.890	35	.654		
	Total	23.189	36			
Social media marketing influences brand loyalty	Between Groups	1.762	1	1.762	2.350	.134
	Within Groups	26.238	35	.750		
	Total	28.000	36			

It can be observed from the above table that the p value is greater than .05 there is no significance difference between the gender and the trust of the consumers in reviews and recommendations of the influencers on social media advertisements and the social media marketing influences their brand loyalty as well.

Hence the null hypothesis is accepted at 5% level with regard to trust in reviews and recommendations by influencers and the social media marketing influences brand loyalty.

**III. CONCLUSION**

Every organization can benefit from utilizing social media as an effective means to raise its public profile. Improve connections, create a dialogue with clients in both perspectives, offer a platform for comments, and raise the organization's profile and reputation. Social media platforms have grown in importance for businesses due to these factors.

Any organization can benefit greatly from using social media as a tool. It can raise your profile, strengthen bonds, create an exchange of ideas with clients in both directions, offer a platform for comments, and raise the organization's profile and reputation. Social media platforms have grown in importance for businesses due to these factors.

When social media advertising channels are compared to traditional channels advertising, the comparison ends with a preference for social media advertising channels. Respondents of the s

urvey concur that social media advertising channels outperform conventional media advertisements in every way possible.

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